

## ABSTRACT OF THE DISCLOSURE

An assembly for the packaging and application of a fluid product in a container. A closure element closes an opening in the container in a manner which is leaktight for the product, with the closure element being fixed on the container by snap-fastening or screwing. An application head can be fixed on the container, and includes; i) an orifice for dispensing the product, which can communicate with the interior of the container; ii) an opening component intended to break the closure element of the container when the head is being fastened onto the container, in order to establish communication between the dispensing orifice and the interior of the container, and iii) a deformable wall which can deform in response to an external pressure exerted on the head, so as to cause the product to be dispensed.